

2009 Arizona Domestic Overnight Visitors Profile

Non-Residents vs. Residents

	Total Overnight	Overnight Non-Residents	Overnight Residents
Visitors	30.5 million	21.2 million	9.3 million
Average Length of Stay	3.5 nights	4.4 nights	2.1 nights
Average Travel Party Size	2.6 persons	2.5 persons	2.6 persons
Purpose of Stay	39% VFR, 15% Touring & 8% Outdoors	41% VFR, 15% Touring, 8% Special Events & 6% Outdoors	36% VFR, 14% Touring & 13% Outdoor
Average Age	46.8 years	46.9 years	46.6 years
Average Household Income	\$76,000	\$81,400	\$66,900
Mode of Transportation*	51% Auto, 20% Air, 14% Rented Auto	38% Auto, 27% Air, 18% Rented Auto	80% Auto, 5% Rented Auto
Accommodations*	68% Paid, 32% Non-Paid	65% Paid, 35% Non-Paid	70% Paid, 30% Non-Paid
Trip Quarter	27% Q1, 25% Q2	29% Q1, 24% Q2, 24% Q4	28% Q3, 26% Q2

Source: Tourism Economics, Longwoods International

*Estimate generated by the Arizona Office of Tourism from data provided by Longwoods International

